

Why this brand

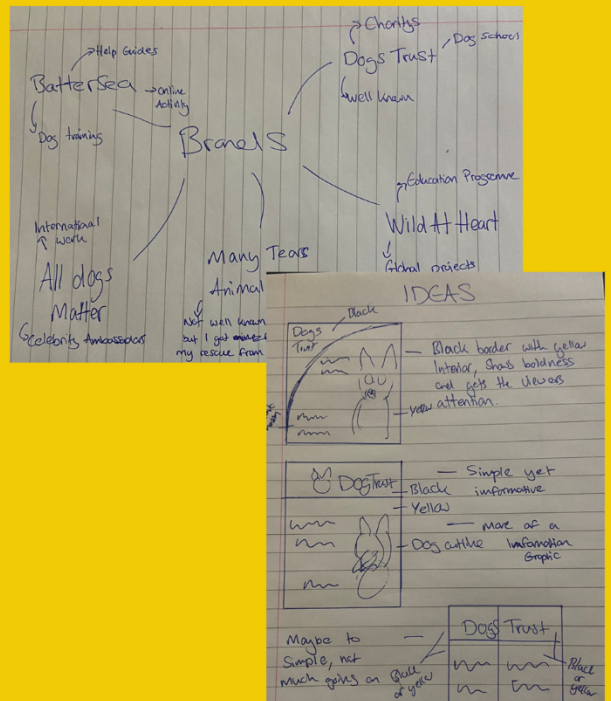
I have chosen this brand because of the link i have between the love of dogs and growing up around them.

I want to try to recreate the message of adopting a rescue



Research

For my research i mainly focused on the past of DogsTrust and how they became well known. I also looked at how things work around homing dogs

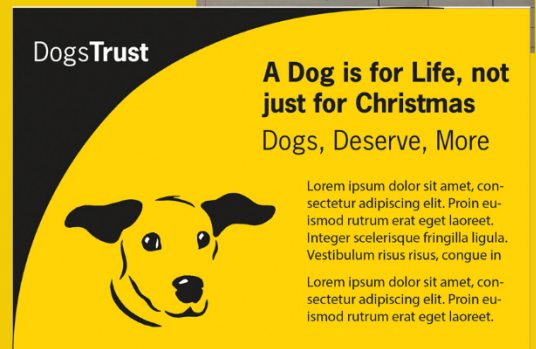


Sketches

When drawing my sketch mocks I came up with three designs that i could help bais or get a understanding on how i want to proceed

Mock Final Idea

After creating the sketches i then created the mockups which presented a few ways i could have gone with this poster. I have diceided on one that i think works best



Final Image

As for the final Image I decided to go with my best design as i thought it fit the aesthetic of what my plan was, could do with improvement but think it puts my message across.

